

**LAMAR** | AIRPORTS

# AZA

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**PHOENIX-MESA AIRPORT MEDIA GUIDE**  
PHOENIX, AZ



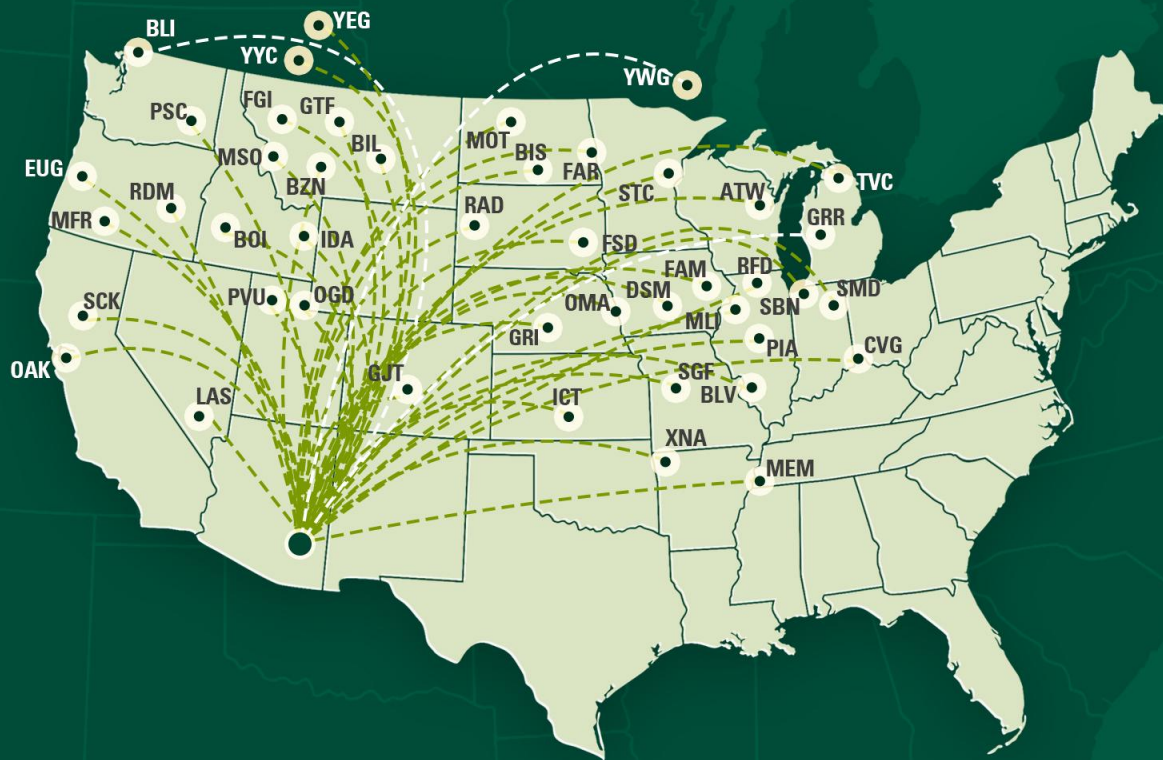


**1.8 Million**  
Annual Passengers



# Top Destinations

Phoenix-Mesa offers nonstop service to 45 destinations.





# *Over 4.4 Million Residents*

**Maricopa County is the 4th most  
populous county in the United States  
and includes the cities  
of Mesa, Phoenix and Scottsdale.**





# *County Connection*

50% of Phoenix area residents  
who have recently departed from  
Phoenix-Mesa Airport are  
employed in Maricopa County.





# *Plenty To See*

Phoenix offers fantastic mountain views and breathtaking history at every turn; The city boasts 17 arts and cultural venues, over 10 nature and hiking areas, and over 200 golf courses.



Source: [phoenix.gov/visitphoenix.com](http://phoenix.gov/visitphoenix.com)





A golfer in a white polo shirt, blue trousers, and a blue cap is captured in the middle of a golf swing on a lush green course. The golfer is wearing white gloves and is holding a golf club. The background shows a clear sky and some trees in the distance.

# *World Renowned*

The Phoenix area is home to 8 casino resorts and hosts many visitors for its major events throughout the year, such as the Phoenix Waste Management Open (the world's most attended golf tournament).

Phoenix-Mesa Airport serves as the gateway for travelers near and far and is only a short drive to Sedona, the Grand Canyon, Lake Powell and many other world-class attractions.

The logo for Phoenix-Mesa Gateway Airport, featuring a stylized white 'G' shape with a horizontal line through it, set against a dark background.

Phoenix-Mesa  
**Gateway**  
Airport

Source: [visumphoenix.com](http://visumphoenix.com)

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# Let's Get Down To Business

Many industries are thriving in the Phoenix area, including: Aerospace & Defense, Technology & Innovation, Advanced Manufacturing, Bioscience & Health Care, and Advanced Business Services. The area was recently ranked #1 in the Nation for Entrepreneurial Activity and continues to rank as a top city for Millennials and Young Professionals.

## ARIZONA'S THRIVING INDUSTRIES



AEROSPACE & DEFENSE



TECHNOLOGY & INNOVATION



ADVANCED MANUFACTURING



BIOSCIENCE & HEALTH CARE



ADVANCED BUSINESS SERVICES



FILM & DIGITAL MEDIA





# Target Affluent Travelers

Average HHI of AZA Mesa

**\$81,557**

Average Phoenix Resident HHI

**\$55,635**

25K

50K

75K

100K



Phoenix-Mesa  
Gateway  
Airport

Source: Nielsen 2018

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# ***Increase Brand Awareness***

80% of people take action as a  
result of airport advertising.





# ***Drive Foot Traffic***

42% of people searched online for more information and 32% visited an advertiser's website after viewing an Out of Home Ad.

# ***Drive Brand Awareness***

**BAGGAGE CLAIM DIGITAL NETWORK  
BAGGAGE CLAIM**

With an average dwell time of over 15 minutes, your message will be seen over and over on these (4) 65" high-definition displays!





# High Impact Views

CONCOURSE DIGITAL NETWORK  
65" SCREENS  
LOCATED AT GATES 6, 7, 10

This three screen network provides exposure to the entire concourse area.

Seen by both arriving and departing passengers, these displays captivate travelers as they wait in the gate area.

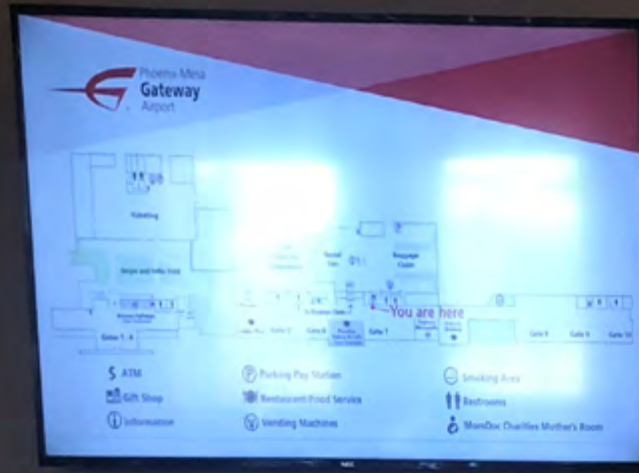




# Highly Relevant

CONCOURSE TENSION FABRIC WRAPS  
80" X 40"

Like mini billboards, these Fabric Tension Wraps are strategically positioned to face the concourse gates. Passengers can't miss seeing these static displays as they stroll through the concourse and check flight information displays.





# ***Boost Attention***

CONCOURSE WALL WRAP

150" X 271"

LOCATED IN POST-SECURITY AREA

Share your message on this huge, floor-to-ceiling wallscape located directly across from the highly popular O.H.S.O. Brewery.

This post security location will feature your message to travelers as they wait for their flight.



# Reach Your Target in a Big Way

COLUMN WRAPS  
LOCATED THROUGHOUT CONCOURSE &  
BAGGAGE CLAIM AREA

Make an impact with these larger than life Column Wraps located throughout the terminal. These can't be missed displays will tell your brand's story like never before.





# Front and Center

FLOOR WRAP  
BAGGAGE CLAIM

Stop arriving passengers in their tracks with this high-impact 10' x 10' Floor Graphic. This graphic offers high dwell times and will help your brand leave a lasting impression in the baggage claim area.





# Highly Relevant

CUSTOM FLOOR DISPLAY  
SIZES WILL VARY

Engage with arriving and departing passengers post security using a pop-up or Custom Display. Both Floor Display locations are in major foot traffic areas that capture travelers attention and can't be missed.



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# Capture Their Attention

TENSION FABRIC  
BAGGAGE CLAIM 10' X 6'

Grab the attention of arriving passengers with these huge 10'x 6' Fabric Tension Banners.

Located in high-visibility areas behind the Baggage Carousels, these banners offer the perfect opportunity to reach your audience where they are.



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# ***Engage a Captive Audience***

**CHARGING STATIONS  
GATES 1-4**

Place your message where your audience is! Charging Stations are becoming an increasingly vital airport amenity. Grab the attention of a standby passenger by sponsoring 10 charging stations located in Gates 1-4.



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# *Unbeatable Exposure*

TENSION FABRIC BACKLIT  
BAGGAGE CLAIM 80" X 40"

These beautiful Backlit Fabric Tension Banners provide the perfect platform for your message. Located in the baggage claim area, these banners offer consumers extended views as they wait for their luggage!



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